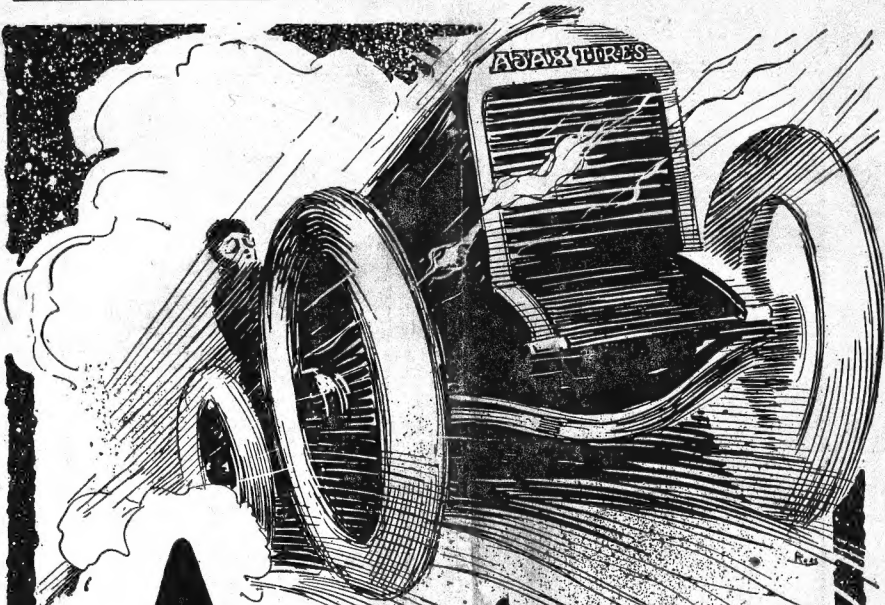


The Edmonton Exhibition Association



Auto Races

Official Program

PRICE TEN CENTS

FRIDAY, JULY 12TH, 1918

With Briscoe Car goes Briscoe Service

**Watch the Briscoe Racing Car
No. 8 competing against the
World's Record
Holding Cars**

J. R. N. COOKE

**Showroom: 10319 Jasper Ave.
Edmonton, Alta. Phone 4141**

Booth at left of the Auto Entrance

N.B. — Have you seen the New Oldsmobile yet? If not, notice it in the races, Car No. 6

Edmonton Exhibition Assn.

OFFICIAL PROGRAM

OF

AUTO RACES

FRIDAY NIGHT
JULY 12th, 1918

FIVE EVENTS

First Event at 7.30 sharp

AUTO SUPPLIES

We have recently enlarged our Auto Accessory Department and we will carry in stock all standard staple lines. We are catering to all automobile owners and "Service" is what we intend to give to all.

The Sommerville Hardware Co.

LIMITED

EDMONTON, ALBERTA

MICHELIN TIRES AND TUBES

Have No Equal
Get Them from
your Accessory
Dealer.

Foundry Products, Ltd.

CALGARY DISTRIBUTORS
FOR ALBERTA ALBERTA

N.B.

DON'T FAIL TO SEE THE "CLEVELAND
TRACTOR" DEMONSTRATED ON THE
GROUNDS.

American Dairy Lunch

EDMONTON'S
FAVORITE
LUNCH ROOM

102nd St. and Jasper Ave.
UNDER THE PANTAGES THEATRE

Event No. 1

Distance Two Miles.

Division 6.

FREE-FOR-ALL

First Heat of the Free-For-All Race. The first and second drivers in this heat to compete in the Final Heat.

Prizes: \$500 first; \$300 second; \$100 third.

FIRST HEAT

No. of Car	Name of Driver	Finish
31	NATIONAL.....	2
1	BILL ENDICOTT.....	1
24	BOB CLINE.....	
32	LARRY DOYLE.....	3
Winner.....		Time 25-3
Second.....		

BUY A

LA FLECHE SUIT

*Because it's a Best Suit
Every man needs one---Why
not YOU?*

LA FLECHE BROS.
10162 101st St. Edmonton, Alta.

WESTERN CANADA'S FOREMOST
TAILORING HOUSE

racap and time sent total 1-42/8
Jelico 107

Event No. 2

Distance Two Miles.

Division 6.

FREE-FOR-ALL

Second Heat of Free-For-All Race. The first and second drivers in this heat to compete in the Final Heat with the first and second drivers in the First Heat.

Prizes: \$500 first; \$300 second; \$100 third.

SECOND HEAT

No. of Car	Name of Driver	Finish
11	LEON DURAY.....	1
8	JULES ELLINGBOE.....	2
14	CLIFFORD TOFT.....	3
9	BEN GOTOFF.....	
Winner.....		Time 257
Second.....		

McLAUGHLIN

Valve-in-Head

MOTORS

for
Power, Efficiency and
Economy

McLaughlin Carriage Co., Ltd.
10048 104th Street

Where City and Country Meet

Shasta Cafe

Jasper Avenue at McDougall

P. BURNS & CO. LIMITED

Packers, Exporters and Provisioners
Fruits and Vegetables.

Manufacturers of

Shamrock Brand Products

Buyers of

Live Stock, Poultry, Butter, Eggs and Cheese

Visitors to the Edmonton Fair will be welcomed
at our office, and we will be very pleased to
show them through our Packing House, which
is one of the most modern in Western Canada

Edmonton

Calgary

Vancouver

1-3-2
31-3
11-2
fine
23-2-3

Event No. 3
CONSOLATION HANDICAP
Entries to be made at the post
Prizes: \$200 to Winner

Event No. 4
Distance Two Miles
FREE-FOR-ALL

Final Heat of Race. The first two cars in the First Heat and the first two cars in the Second Heat eligible in the Final Heat.

Prizes: \$500 first; \$300 second; \$100 third.

FINAL HEAT

No. of Car	Name of Driver	Finish
-----	-----	-----
-----	-----	-----
-----	-----	-----
-----	-----	-----

Edmund P. Jaeger Co.
MANUFACTURING FURRIERS

Furs

Stored
Altered
Tanned
Cleaned
Repaired
Remodelled
Manufactured

Buyers, Exporters
and Importers
—of—

**RAW
FURS**

Expert Workmanship
Latest Designs

Be Sure

to visit our
display oppos-
ite the exhibit
of Dominion
Experimental
Farms in the
building just
to the right of
the Manufact-
uring Building

9925 Jasper Phone 5622 Edmonton
(Next to Morris & Co., Grocers)



Ash Bros.

*Jewellers and Diamond
Merchants*

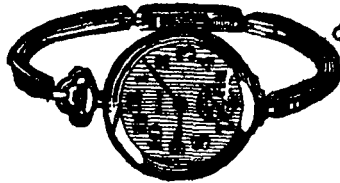
DIAMOND HALL

The House that stands for Quality in
Diamonds, Watches, Jewelry, Cut Glass,
Silverware, Fine China, Etc., Etc.

10212 JASPER

3 Doors West of 102nd St.

C.P.R. Watch Inspectors
Issuers of Marriage Licenses



LEAN AGAINST A Col. Bogey Cigar

The Red Blooded Man's Smoke

JUST TRY ONE

MADE BY

**Edmonton Cigar Factory
Limited**

Event No. 5

EDMONTON SWEEPSTAKES

Division 6

Entries limited to six cars and drivers by I.M.C.A. rules.

Prizes: \$1,000 first; \$300 second; \$100 third.

No. of Car	Name of Driver	Finish
24	BOB CLINE.....
14	CLIFFORD TOFT.....
9	BEN GOTOFF.....
31	VERNE SOULES.....
11	LEON DURAY.....
8	JULES ELLINGBOE.....
1	BILL ENDICOTT.....
Winner.....		Time.....
Second.....		Third.....

Automobile Accessories

Diamond Tires Firestone Tires
Stromberg Carburetors
Veedol Oil Nonolio Body Polish
H. & D. Shock Absorbers Warner Lenz
Holophane Lens Stopglare Lens
Bailey Ball Thrust Bearings
Hess Bright Bearings Trojan Bearings

Service Station for Willard Storage Batteries

Motor Car Supply Co., Ltd.

Corona Hotel Block, Edmonton, Alta.



THE growing knowledge of the food values and also the difference in the quality and the healthfulness of dairy products has led to a RACE between people to obtain the best—good butter, good ice cream, good cheese, good milk, etc., produced by experts, in sanitary buildings with high ceilings, lots of sunlight, walls of white and healthful employees. You will not have BEATEN in your RACE to obtain the best dairy products if you fail to investigate WOODLAND and WOODLAND PRODUCTS.

Woodland Dairy, Ltd.

Woodland Cheese

GOLD MEDAL
HIGHEST SCORE

Calgary Exhibition
1918

Woodland Cheese

HIGHEST SCORE
QUALITY

Edmonton Exhibition
1918

125-
E-13

We would be glad
to have you get
acquainted with

EDMONTON BEER

A Pure Malt Bev-
erage made in Ed-
monton by the

**EDMONTON BREWING
& MALTING CO., LTD.**

THE DOUGLAS CO. LTD., EDMONTON.